



May 27, 2009  
Filed Electronically

2600 Maitland Center Pkwy.  
Suite 300  
Maitland, FL 32751  
P.O. Drawer 200  
Winter Park, FL  
32790-0200  
Tel: 407-740-8575  
Fax: 407-740-0613  
www.tminc.com

Mr. Charles L.A. Terreni, Chief Clerk  
Public Service Commission of South Carolina  
Synergy Business Park  
Saluda Building  
101 Executive Center Drive, Suite 100  
Columbia, SC 29210

RE: Promotion Offered by **BellSouth Long Distance, Inc. d/b/a AT&T Long Distance Service**

Dear Mr. Terreni:

This letter is filed on behalf of BellSouth Long Distance, Inc. d/b/a AT&T Long Distance Service to advise the Commission of a special promotion the Company intends to offer within the State of South Carolina. This promotion will begin on June 1, 2009 and will end on December 31, 2009. This letter filing is submitted in Adobe PDF format and is being filed electronically via the South Carolina PSC E Tariff System. Please acknowledge receipt of this filing by email confirmation.

In accordance with Section 5.1, Special Promotions, of BellSouth Long Distance, Inc. d/b/a AT&T Long Distance Service's South Carolina P.S.C. Tariff No. 3, the Company will offer the following promotion to business customers:

**AT&T Return and Earn Promotion #439**

(A) The sign-up period for the AT&T Return and Earn Promotion #439 is June 1, 2009 through December 31, 2009. Service must be activated by February 28, 2010. This promotion is available to new Business Customers that

(1) either (a) formerly subscribed to local dial tone service from an Affiliate of the Company that operates in whole or in part as an AT&T Incumbent Local Exchange Carrier ("ILEC") and are returning to such an affiliate of the Company for their local service or (b) that currently have all of their local service with another (non-AT&T) local provider and transfers at least two existing local service lines to an affiliate of the Company that operates in whole or in part as an AT&T ILEC; and

(2) newly subscribe to:

(a) Company Qualifying Services

Business Unlimited Plan for a 1-Year term agreement with two (2) or more lines as defined in Section 4.3.26 of the Company's Tariff.

**AT&T Return and Earn Promotion #439 (cont'd.)**

**(A)** Continued

**(2)** newly subscribe to (cont'd.):

**(b)** Affiliate of the Company Qualifying Services

- (i)** the following local access package from an affiliate of the Company that operates in whole or in part as an AT&T ILEC: Complete Choice<sup>®</sup> for Business; and
- (ii)** one of the following AT&T FastAccess<sup>®</sup> Business Service offerings for a minimum 1-Year term agreement from an affiliate of the Company; (a) DSL; (b) DSL Plus; or (c) DSL 6.0 options; and

**(3)** request to participate in this promotional offering

- (B)** Customers who qualify for this promotion and continuously subscribe to the Company and affiliate of the Company Qualifying Services defined in Section (A)(2)(a) and Section (A)(2)(b) above for the period to and including the payout interval months shown below, will receive Visa<sup>®</sup> Reward Cards in the applicable payout amounts also shown below. The amounts of reward cards issued to eligible Customers will be based on the number of qualifying lines ordered at the commencement of the 1-Year Term Agreement.

<b>Qualifying Service</b>	<b>Number of Qualifying Lines Ordered</b>	<b>Reward Amount</b>	<b>Payment Interval</b>	<b>Payout Amount</b>
Business Unlimited Plan	2	\$125.00	Month 6 of 1-Year Term Month 12 of 1-Year Term	\$62.50 \$62.50
Business Unlimited Plan	3 +	\$250.00	Month 6 of 1-Year Term Month 12 of 1-Year Term	\$250.00 \$250.00

One Visa<sup>®</sup> Reward Card per Customer location and BTN.

- (C)** 1-Year term agreement for Business Unlimited Plan is an oral agreement and does not require a signed agreement. Term agreements for this plan will automatically renew on the first day after the initial term period has expired at the then-current rates for this selected plan as defined in Section 4.3.26 of the Company's Tariff. The Customer is under no obligation to re-subscribe to this plan after completion of the initial term period.

**AT&T Return and Earn Promotion #439 (cont'd.)**

- (D) Customers who qualify for the reward cards described in (B) above, including continuous subscription during that 1-year term (initial 1-year term), and who upon the completion of that initial 1-year term continue to subscribe to the Company and affiliate of the Company Services defined in Section (A)(2)(a) and Section (A)(2)(b) above continuously for the period to and including the payout interval months shown below, will receive loyalty bonus Visa® Reward Cards in the applicable payout amounts also shown below. The amounts of the loyalty bonus reward cards issued to eligible Customers will be based on the number of qualifying lines ordered at the commencement of the initial 1-year term agreement.

<b>Qualifying Service</b>	<b>Number of Qualifying Lines Ordered</b>	<b>Reward Amount</b>	<b>Payment Interval</b>	<b>Payout Amount</b>
Business Unlimited Plan	2	\$125.00	Month 6 of 1-Year Term Month 12 of 1-Year Term	\$62.50 \$62.50
Business Unlimited Plan	3 +	\$250.00	Month 6 of 1-Year Term Month 12 of 1-Year Term	\$250.00 \$250.00

- (E) Reward cards will be mailed to the Customer's address of record in or about, and up to four (4) to six (6) weeks, after the sixth (6<sup>th</sup>) month and twelfth (12<sup>th</sup>) month in service date for each of the reward card 1-year periods. The Company is not responsible for lost, late, mutilated, misdirected, or post due mail. Reward cards will expire 180 days after issuance. Reward cards cannot be used to pay any bill or invoice from the Company or any affiliate of the Company. Void where prohibited, taxed or restricted. Other terms and restriction apply. The Visa® Reward Card is subject to additional terms and conditions imposed by card issuer.
- (F) This promotional offering may not be combined with any reward check or card promotion, or any of the following promotional programs:
- (1) AT&T Complete Access Promotion #421 A
  - (2) AT&T Business Long Distance Bundle Reward Promotion II
  - (3) AT&T Business Long Distance Bundle Bonus Reward Promotion
  - (4) AT&T Exclusively 40 II Promotion
  - (5) AT&T Exclusively 50 II Promotion
  - (6) AT&T Exclusively 40 Promotion
  - (7) AT&T Exclusively 50 Promotion
  - (8) AT&T All For Less Promotion III
  - (9) AT&T All For Less Promotion IV

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If you have any questions regarding the enclosed material, please contact me at (407) 740-8575 or by email at [tforte@tminc.com](mailto:tforte@tminc.com). Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas M. Forte", with a stylized flourish at the end.

Thomas M. Forte  
Consultant to BellSouth Long Distance, Inc. d/b/a AT&T Long Distance Service

TMF/mew  
Enclosure

file: BellSouth - SC  
tms: SCx0910  
proj.: 4897-633